

**MINUTES OF THE MEETING OF THE BOARD OF DIRECTORS
OF GATEWAY TO L.A. PBID INC.
CALIFORNIA NONPROFIT MUTUAL BENEFIT CORPORATION
October 9, 2008**

The board of directors meeting of Gateway to L.A. PBID, Inc. a California nonprofit mutual benefit corporation was held on October 9, 2009 at 8:00 a.m. at the Four Points Sheraton Hotel located at 9750 Airport Blvd., Los Angeles.

33 individuals attended the meeting as follows:

- Grant Coonley, Hilton Los Angeles Airport
- Steven Hall, LAX Marriott
- Michael Payton, Crowne Plaza LAX
- Glenn Sampert, Westin LAX
- Charles Bassett, LRW Investments
- Paul Gnasso, Ace Parking
- Paul Verduin, Courtyard by Marriott
- Karin Howell, Carlsberg Management
- Bill Wright, Courtyard LAX
- Israel Mora, Courtyard LAX
- Robert Bargas, Four Points Sheraton
- Chan Jin, Hilton LAX
- Victoria Jones, Hilton LAX
- Lenard Yobrowoski, Hilton LAX
- Kari Hughes, AMB Properties
- Moussa Ndiaye, Crowne Plaza LAX
- Steve Napolitano, Sup. Don Knabe Rep.
- County Supervisor Don Knabe
- Bruce Nahid, LAT Investments
- Stephanie Pace, LA Inc.
- Rick Stoff, Chrysalis
- John Ruhlen, Westchester BID
- Gabe Sermenio, Mayor's Bus. Team
- Jeanne Breunig, LAWA
- Eric Glyn-Davies, HB Drollinger
- John Noguez, L.A. County Tax Assessor Office
- John Howland, Cerrell Assoc.
- Edgar Saenz, Rep. Maxine Waters
- David Fu, Attorney
- Jessie Hui, David Fu & Assoc.
- Richard Moon, CPA
- Jim Sakalis, Gateway to L.A.
- Laurie Hughes, Gateway to L.A.

1. WELCOME / INTRODUCTIONS

Grant Coonley welcomed the attendees and thanked the Sheraton Four Points Hotel for hosting the meeting.

2. ANNUAL BOARD – ELECTION OF BOARD OF DIRECTORS

Attorney David Fu conducted the election of Board of Directors.

i) Vote on Corporation's New Board of Directors

Voice vote adapted the proposed slate of directors as presented:

Robert Bargas (representing the Four Points Sheraton LAX: Class A1 Member)

Charles Bassett (representing LRW Investments: Class A1 Member)

Cindy Boulton (representing the Radisson LAX: Class A1 Member)

Michael Chase (representing SkyView Center LLC: Class A1 Member)

Michael Collins (representing Los Angeles World Airports: Class A1 Member)

Larry Eisenberg (representing L.A. Community College District:
Class A1 Member)

Steven Hall (representing Marriott: Class A1 Member)

Grant Coonley (representing Hilton Los Angeles Airport: Class A1 Member)

William Geary (representing Carlsberg Management: Class A1 Member)

Paul Gnasso (representing Ace Parking: Class C Member)

Conrad Klingenstein (representing Jamison Services: Class A1 Member)

Gregory Lehman (representing Renaissance Montura Hotel: Class A1 Member)

Israel Mora (representing Courtyard by Marriott: Class A1 Member)

Bruce Nahid (representing LAT Investments: Class A1 Member)

Michael Payton (representing Crowne Plaza Los Angeles Airport: Class A1 Member)

Glenn Sampert (representing Westin LAX: Class A1 Member)

Tommy Spencer (representing Holiday Inn: Class A1 Member)

Brian Vandehey (representing PRG Parking: Class A1 Member)

Paul Verduin (representing Embassy Suites LAX - North: Class A1 Member)

ii) Authorization and approval of Executive Committee Members

Voice vote adopted the proposed slate of executive directors as presented:

Grant Coonley

Bill Geary

Michael Payton

Brian Vandehey

Conrad Klingenstein

Paul Verduin

iii) Ratification of Executive Committee Actions

Voice vote ratified the actions of the Executive Committee from October 2007 thru September 2008.

3. PUBLIC COMMENTS

No comments from the public.

4. APPROVAL OF MEETING MINUTES – September 11, 2007

The minutes of the September 11, 2008 board of directors meeting were approved as presented.

5. FINANCIAL REPORT

Dick Moon presented the Financial Report including the Statement of Financial Position as of September 30, 2008 with total assets of \$239,951.45; the January through September 2008 Budget vs. Actual showing expenses under budget by \$21,023.47. The financial report was unanimously approved by the Board of Directors.

6. EXECUTIVE DIRECTOR'S REPORT

Laurie Hughes' report included a review of the BID's accomplishments since formation:

GW2LA – incorporated in September of 1996 for the purpose of “physical and economic revitalization.

PBID – established in 1998 for 3 years with an annual budget of \$175,000.

Primary focus – participation in Airport Planning Activities – “monitoring, coordinating and planning” in connection with LAWA's development, construction and expansion activities.

Construction of LAX gateway landscaping project on Century Blvd. including the iconic LAX pylons

Secondary focus – Marketing and attracting retail development

2001 – PBID renewed for 5 years with annual budget of \$690,000

Hired Laurie Hughes as BID services director to open office and manage the Ambassador Program.

Started Ambassador Program in July 2001 contracting with Langner Security Security

Security represented 1/3 of budget.

Monthly contacts averaging – 650

Duties include – discouraging panhandling / homeless encampments / prostitution / aiding pedestrians and tourist / changing tires / giving directions

Hired Jim Sakalis – became GW2LA employee in July 2004

Published 1st newsletter

Funded marketing collateral to be used to attract interest in development of a retail / entertainment center

2002 – July – started Keep It Clean program by partnering with Chryalis to maintain the streets / sidewalks, pick up trash and remove graffiti – program has grown to include to street maintenance staff now employed by GW2LA, service 7 days a week, 2 highly visible street sweepers, trash receptacles

October – started Ocean Express trolley service with the help of Ace Parking

OE has grown from servicing 257 passengers in the first month to now operating two vehicles which served 7,358 passengers in Sept 08.

Surpassed 62,200 passengers in first 9 months of 2008 – served 64,690 in 2007

Launched Gateway to Lunch program offering 15% discount to office tenants at local hotel restaurants

Funded Sedway feasibility study of retail / entertainment center development – 1st of three market studies into need for possible conference center / retail / entertainment center development - \$180,000 spent to date

Launched Gateway to L.A. website.

2003 - Held 1st Community Outreach Event – Light the Night walk on Century Blvd. – followed by Walk & Roll 2004 and Holiday lunch concert series in 2005 - Approximately \$100,000 raised for community programs

Purpose of Community Outreach programs is to raise the awareness of the Gateway business community among the local residents and community groups

Lobbied successfully against LAWA's proposed shuttle access fee for off-airport parking operators.

Analyzed LAWA's Master Plan D, took position to support proposed plan except for Manchester Square component.

Grant Coonley elected President of Gateway to L.A. and met with Mayor James Hahn to discuss Gateway issues and Master Plan D.

Joined successful city-wide effort to re-write newsrack ordinance requiring permitting of newsracks Net affect – newsracks reduced from 141 to 40.

Submitted request for street furniture as part of City / Viacom Decaux program – program stalled

156 Trees trimmed

2004 - Hilton hosted a meet & greet for City Council candidate – Bill Rosendahl

Cindy Birchall recognized as “Client of the Year” by Chrysalis – CB was hired by Gateway in 2007 and continues to do an excellent job.

The New Century Brochure was designed as a tool to promote the office buildings with brokers. Followed up with quarterly direct mail campaign to RE brokers promoting GW benefits

Ran radio ad campaign (KLAC) to promote Holiday park & fly packages offered by GW2LA off-airport parking operators and hotels.

Began process to renew PBID.

2005 – Gateway to L.A. recognized as 2nd safest area of the city by LAPD.

Launched advertising campaign on Fabulous 690 radio – promoting Jazz on Century

18 Trees planted – Trees for a Green L.A.

Councilman Rosendahl attended Holiday Reception and committed his support to development of a conference center for GW district.

2006 – GW members met with new mayor, Antonio Villaraigosa, to discuss need for conference center / retail development

Launch of advertising campaign in Los Angeles Business Journal.

Year-long, cooperative effort between GW and 5 member office building to promote office buildings and advantages of locating business in the Century Corridor. Each ad was followed up by a direct mail piece to the RE broker community. Purpose was to raise awareness and change mis-perceptions of congestion, crime and lack of amenities.

BSS presents plans for Century Blvd. median enhancement project funded by \$1.3 million grant from MTA. GW members suggest including a monument sign.

Participated in a co-operative marketing campaign with LA Inc. & American Express creating and distributing an area entertainment guide and coupon booklet to promote tourism in the Century Corridor.

Effort to impose Living Wage on Century Corridor hotels launched by LAANE and members of L.A. City Council. Gateway board takes position opposing proposed living wage ordinance. Organizers plan series of protests closing lanes of Century Blvd. and impacting access to local business and access to LAX. Gateway to L.A. appeals to Police Commission to prevent closure of Century Blvd. to no avail.

2007 - GW2LA partners with members to repair sidewalks in to locations – La Quinta Inn & Suites and Westin Hotel

GW launches efforts to go Green - working with the Bureau of Sanitation, RFP is sent for recycling and trash hauling services. Recycling service provider was selected in April of 2008. Recycling service is being phased in starting in September of 2008. Sheraton Gateway, Courtyard by Marriott, Holiday Inn and LAX Marriott are first hotel participants. 5777 W. Century Blvd. office building began service in September and Airport Center buildings are to start service by year-end

GW was successful in getting the parking restrictions changed on 98th Street which greatly improved the cleanliness and appearance of the street.

7. Special Guest Speaker – County Supervisor Don Knabe

Supervisor Knabe's comments to the board of directors touched on many topical issues impacting the local community including the state of the local economy, the State budget, budget cuts, LA County's investments, the County budget, loss of property tax revenue, Measure R, LAX expansion, and Southern California Regional Airport Authority.

Meeting adjourned.